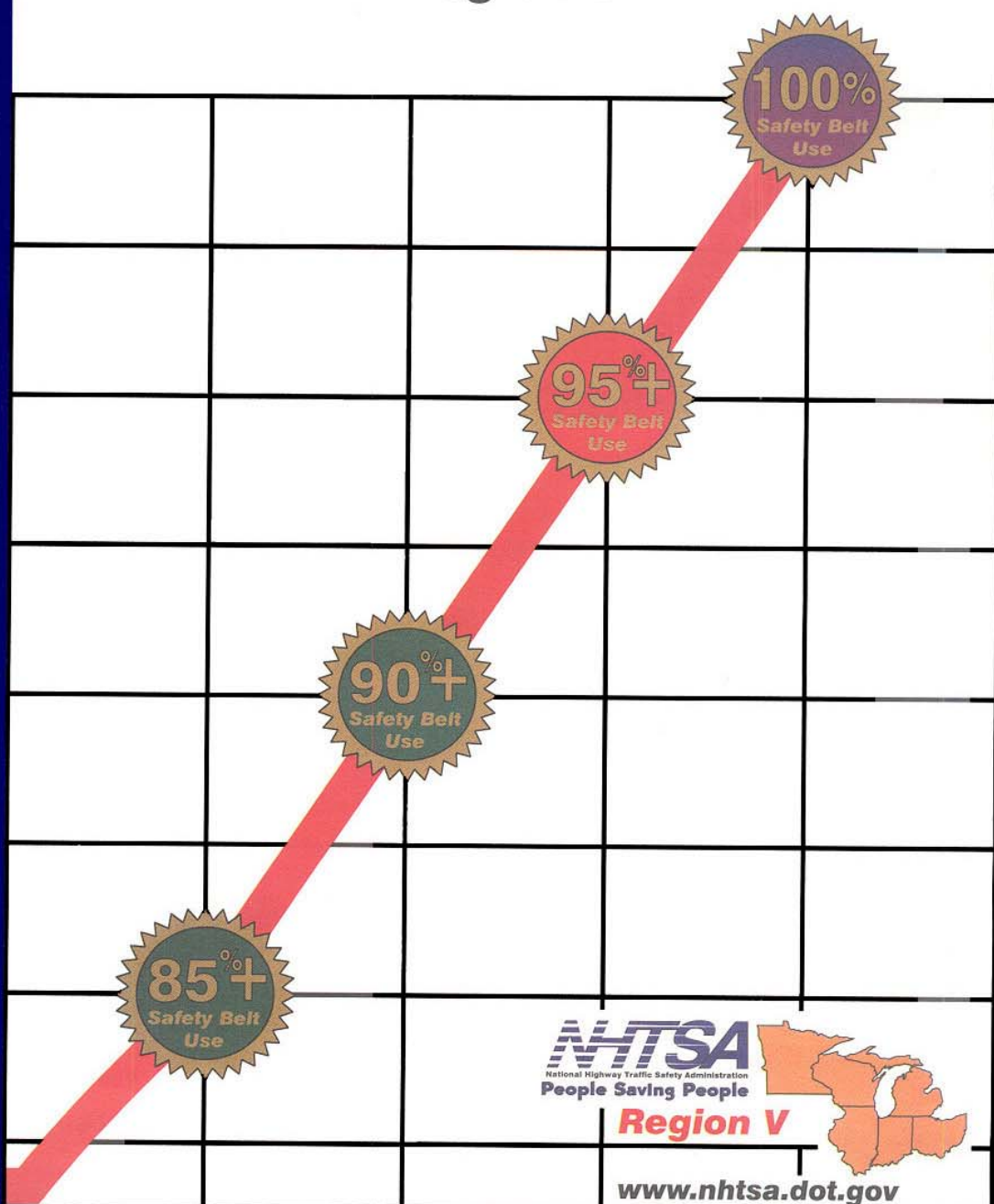


BUCKLE UP
AMERICA



Safety Belt Award Program

**National Highway Traffic
Safety Administration
Region V**



NHTSA
National Highway Traffic Safety Administration
People Saving People

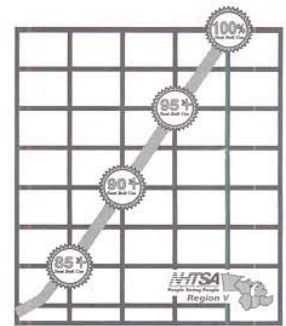
Region V



www.nhtsa.dot.gov



The NHTSA Region V SAFETY BELT AWARD PROGRAM



Increase Safety Belt Use and Help Save Lives!

As a leader in your community, you serve an important function helping to improve the quality of life. At the Department of Transportation's National Highway Traffic Safety Administration (NHTSA), we're depending on you to ensure the safety of your most valuable asset, people. Every year, thousands of loved ones, valued coworkers and fellow citizens are needlessly hurt or killed in auto crashes. Many of these injuries and fatalities could have been prevented by safety belt use. In fact, numerous national studies prove that safety belts reduce the risk of serious injury or death by nearly 50 percent.

Not only are productive members of our community hurt or lost forever in these tragic crashes, but there is also a staggering economic cost an estimated \$150 billion annually. Clearly, we all pay dearly when safety belts are not used.

Encourage Safety Belt Use

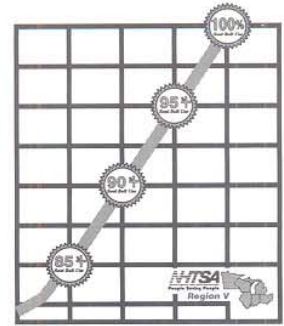
We invite you to participate in the *Buckle Up America Safety Belt Award Program*. This prestigious program, conducted in cooperation with the State Governors' Highway Safety Representatives, is designed to encourage safety belt use and to reward those achieving safety belt use rates of 70% PLUS, 75% PLUS, 80% PLUS, and especially safety belt use rates of 85% PLUS, 90% PLUS, 95% PLUS and 100%, among organizations or targeted populations. Your "target population" may be your State, county, city, company, organization, school, military base, police or other government agency, ...any organization comprised of 100 or more individuals.

Businesses, organizations, etc. with fewer than 100 people may participate in the *Buckle Up America Safety Belt Award Program* by partnering with other organizations to expand their numbers. For example, many small businesses and agencies are housed in the same building with several others and share the same parking facility. Each individual group alone may not have 100 people, but together they could qualify for an award; a company or agency made up of several small field offices could apply for an award based on the combined accomplishments of each office; or individual schools can combine with others in the same school district to receive recognition.

The idea is to convince the largest number of people within your reach to buckle up.



The NHTSA Region V SAFETY BELT AWARD PROGRAM



How Do You Qualify?

To qualify for a Buckle Up America award, you must conduct two unannounced seat belt observational surveys at least 30 days apart. The results of each of the surveys must show a sustained level of at least 70 percent driver safety belt use. Although it isn't necessary that the entire targeted population be surveyed, it is important that you observe a large enough sample to substantiate a valid safety belt use rate for the group, facility or jurisdiction. A self-reporting survey that asks people about their safety belt use is not acceptable.

Guidelines

States applying for an award must provide the results of their most recent official statewide survey.

Local jurisdictions and other applicants may conduct informal surveys but must provide a brief description of the survey method used: number and location of sites, number of drivers observed at each site, time of day of observations, and dates conducted.

For organizations larger than 5,000 members, a minimum of five survey locations with 100 driver observations at each location is required. The general requirement for the size of a survey sample needed for organizations with less than 5000 members, is to observe either 10% of the population members or 500.

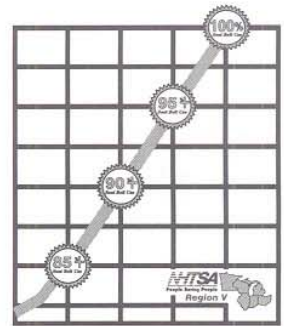
The same method for collecting the data should be used for each survey and at each observational site. Planning should include; determining the time and location for each survey; and selecting and training two person survey teams (ideally) to collect the data -- one to observe the actual belt use and the other to record this information on the Data Collection Form.

Survey teams should be posted where they can clearly and safely observe the driver of the vehicle. Observation sites should be selected where there is a traffic light, stop sign, or entrance/exit gate. Observers should not stop vehicles entering or leaving the observation point to check for belt use.

A sample Data Collection Form is attached. You may use the one provided or develop your own. You are not required to submit the data collection forms you used.



The NHTSA Region V SAFETY BELT AWARD PROGRAM Survey Form



When Can You Enter?

The Buckle Up America Honor Roll is an ongoing program. Applications should be submitted to your State Governor's Highway Safety Representative anytime throughout the year. Only one award, per achievement level, will be awarded to a group or organization. However, organizations may reapply as higher achievement levels are attained (i.e., you may qualify for an 70%+ Award in March and an 90%+ Award in September of the same year).

Your State Governor's Highway Safety Representative and NHTSA Regional Administrator will coordinate with each Buckle Up America Award inductee on an appropriate award presentation.

Rewards of the Buckle Up America Safety Belt Award Program

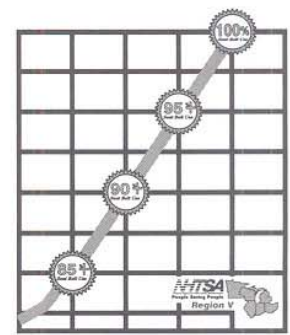
The benefits of participation are numerous. You'll help save lives and reduce injuries and medical costs to your organization and society, act as a role model for others and also be recognized for your efforts. You will receive a prestigious award for your accomplishment. Award recognition is provided in levels:

70% PLUS,
75% PLUS,
80% PLUS,
85% PLUS,
90% PLUS,
95% PLUS,
and 100%.

Your achievement will be documented at the NHTSA Region V Office, and your efforts may be mentioned in promotional materials and documents published by NHTSA. These honors will be a source of pride and self accomplishment for you and your organization or community. Many of those honored choose to arrange a local "awards ceremony" when they receive their award for news coverage and recognition in the community.



The NHTSA Region V SAFETY BELT AWARD PROGRAM



Ideas to Publicize Your Safety Belt Honor Roll Awards

Schedule a press conference at your award ceremony and invite community leaders such as the mayor, trustees, your state Senator or Representative and/or other company or community VIPs. An award ceremony will help to publicize your achievement in the community. Also include all the key supporters and sponsors that helped make your program a success. Be sure to write an article and provide a photo for your organization's newsletter.

Media Relations Efforts

Advance efforts with the media will result in greater coverage and visibility for your award ceremony. Arrange for photographs to be taken at the award ceremony. Distribute these photographs, along with your press release, to your local newspapers, and throughout your organization. Be sure to contact the news director of your local radio and television stations to let them know about the ceremony in advance. Suggest that they do a feature story on seat belts, and the lifesaving benefits of increasing usage, in conjunction with the award.

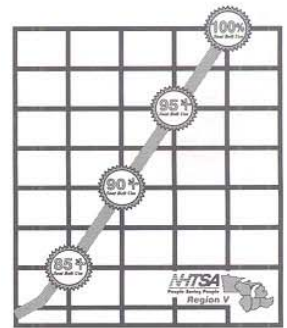
Media Promotional Efforts

The media can often be excellent partners in a promotional effort with the community. Helping to publicize the award fosters community spirit, plus goodwill toward the station. Arrange a promotional opportunity in conjunction with a local radio or television station. Suggest that the station print and distribute bumper stickers (i.e. WABC Says Buckle Up and Tune In' or WABC-Buckle up before you listen!) A radio station can do a remote broadcast at the award ceremony and hand out the bumper stickers. Have a local TV station run the *Buckle Up America* logo to promote awareness of the program.





The NHTSA Region V SAFETY BELT AWARD PROGRAM



Community Based Promotional Efforts

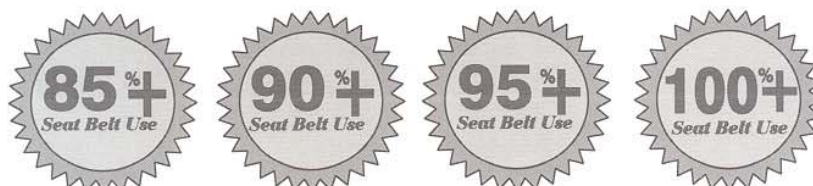
Involving the community can help to instill pride and promote greater awareness of the ***Buckle Up America Award*** you receive. Invite individuals to your award ceremony who have survived traffic crashes because of safety belt use. They can be invited to say a few words at the ceremony. These people can often provide the most moving testimonial to seat belt use.

Create a display, featuring photos from program events, the award ceremony and a photo or copy of the award. Be sure to leave the display up at a prominent location (i.e., City Hall, police station, library or building lobby) for at least a month or two after the ceremony.

Identify key people who have actively participated in your program. Put an ad in the local paper honoring them. Issue a press release explaining what an important role they played in the development of the program. Include them in the award ceremony. Also notify the area Chamber of Commerce about the ***Buckle Up America Award***. If possible coordinate your award ceremony with another timely event at which the media, your peers or members of your community will be gathered. Good promotional activities can include attractions such as "Vince & Larry" crash dummies; testimony from safety belt survivors; a crash/rescue demonstration; display of a wrecked vehicle in which someone was saved by the belt, etc.

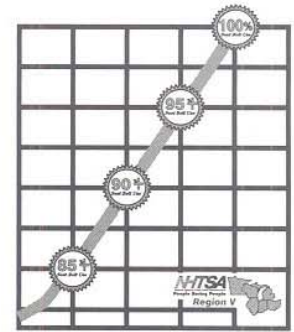
Conclusion

Earning a ***Buckle Up America Safety Belt Use Award*** will provide many benefits to your organization beyond the increase in safety belt use that it will encourage. The increase in safety belt use also has the potential to prevent the senseless deaths, and reduce the injuries and medical costs that result from motor vehicle crashes. Not only is promoting safety belt use the right thing to do, but your organization will also demonstrate concern and support for the well-being of employees or members, and for the community at large.





The NHTSA Region V SAFETY BELT AWARD PROGRAM



Sample Press Release

The Region V Office of the National Highway Traffic Safety Administration (NHTSA) has named (name of awardee) as a recipient of their *Buckle Up America Safety Belt Award*, in recognition of achieving a safety belt use rate of ____ percent. (Name of representative(s) to accept award) will be on hand to accept the prestigious safety belt (70%+, 75%+, 80%+, 85%+, 90%+, 95%+, or 100%) award at a special ceremony on (date, time and location) in honor of this outstanding accomplishment.

Approximately 40,000 people die each year in automobile crashes and hundreds of thousands are injured. Nationally, increasing the safety belt use rate from 68 percent to 90 percent would reduce child fatalities by 25 percent, save an estimated 5,536 lives and prevent 132,670 injuries - an economic savings of approximately \$8.8 billion per year.

Adults who do not buckle up are sending children the message that it is all right not to wear a seat belt. Children model adult behavior. Research shows that when a driver is unbuckled, 70 percent of the time children riding in that vehicle will not be buckled either. For a child, a 30 mile per hour crash is like dropping him or her from a third story window.

NHTSA, an agency of the U. S. Department of Transportation, has implemented the *Buckle Up America Safety Belt Award* to recognize and support efforts throughout the country to attain high safety belt use rates. The agency believes that we must all work together, family, friends, coworkers, colleagues, citizens to Buckle Up! Our success will depend on cumulative individual successes, each achievement serving to stimulate another and thus increasing safety belt use overall. The purpose of the *Buckle Up America Safety Belt Award* is to showcase the leaders so that others may strive to achieve high levels of safety belt use in an effort to save lives, reduce injuries and minimize economic costs associated with automobile crashes.

Buckle Up America Safety Belt Awards are given to any State., county, city, or town that has reached and sustained safety belt use levels above 70 percent among the general population. Companies, organizations, schools and military bases consisting of 100 or more people are also eligible. To win an award, two observational surveys must be conducted at least 30 days apart showing a sustained level of seat belt use by drivers observed. An organization can qualify for an award based on the level of safety belt use attained from 70% to 100%.

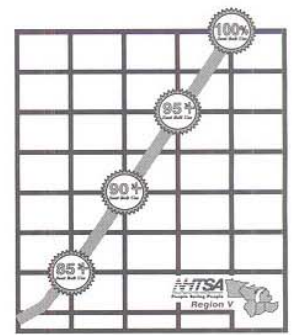
(Name of awardee's) first survey on (date) indicated that ____ percent of the observed drivers wore safety belts; the follow up survey on (date) placed usage at ____ percent. This compares to a statewide use rate of ____ percent when last observed and to a national safety belt use rate most recently reported to be just under/ over ____ percent.

(Describe program conducted and noteworthy accomplishments).

NHTSA welcomes new award applicants. For a brochure describing the program, contact the Region V Office of the National Highway Traffic Safety Administration at 708-503-8822, or write to NHTSA, Region V, 19900 Governors Drive, suite 201, Olympia Fields, IL 60461, or via e-mail at cmurff.nhtsa.dot.gov.



The NHTSA Region V SAFETY BELT AWARD PROGRAM



Buckle Up America Safety Belt Award Application Form

1. For which level of safety belt use is this entry is being submitted? (Circle one) Both surveys of driver belt use must equal or exceed this use rate.

70% 75% 80% 85% 90% 95% 100%

2. Targeted population:

3. Population or number of individuals (must be at least 100) within the target population:

4. Name and location of organization (Indicate exactly how name should appear on award):

Name: _____

Address: _____

5. Name of person who will receive award on behalf of applicant:

Name _____

Title _____

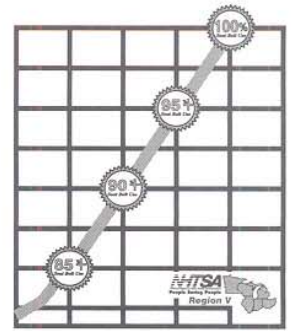
Address _____

City/State _____

6. Contact person or follow-up questions or additional information if needed

Name/Title _____

Telephone _____



Buckle Up America Survey Results

Enter the results of two unannounced observational surveys that were conducted at least 30 days apart. The usage rates from each of the two surveys must be 70 percent or greater to qualify for an award.

	<u>Survey #1</u>	<u>Survey #2</u>
a. Dates of surveys	<u>month/day/year</u>	<u>month/day/year</u>
b. Number of drivers observed wearing seat belts.	<u> </u>	<u> </u>
c. Divided by the total number of drivers observed in the survey.	<u> </u>	<u> </u>
d. Equals: the percent of belted drivers observed in the survey (b/c x 100).	<u> </u>	<u> </u>

Attach a brief summary of the procedures used in collecting the data. Include the number and descriptions of the location (e.g., residential, major intersections, shopping district, parking lot, etc.), time of day observed and number of observers and their procedures.

(Name of Certifying Official Printed or Typed): _____

Signature of Certifying Official: _____

Title: _____ Date: _____

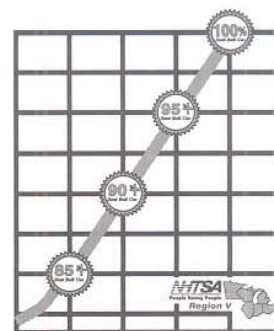
Mail completed form to your State Highway Safety Office (address list attached)

If you have questions or require information please call the NHTSA Region V Office at 708-503-8822.

Thank you for your participation in the Buckle Up America Safety Belt Award Program.



The NHTSA Region V SAFETY BELT AWARD PROGRAM Survey Form



Survey Date: _____ Time: _____ A.M. P.M.

Survey Location: _____

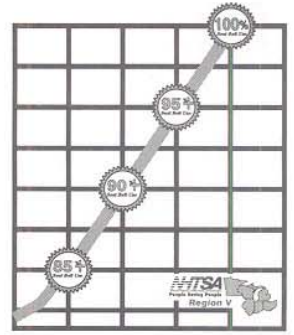
Group Conducting Survey: _____

Indicate a belted or unbelted driver by checking the appropriate block (yes/no) that corresponds to the vehicle observed. Only observational surveys that visually count drivers wearing safety belts will be accepted.

	Yes	No		Yes	No		Yes	No		Yes	No
1			26			51			76		
2			27			52			77		
3			28			53			78		
4			29			54			79		
5			30			55			80		
6			31			56			81		
7			32			57			82		
8			33			58			83		
9			34			59			84		
10			35			60			85		
11			36			61			86		
12			37			62			87		
13			38			63			88		
14			39			64			89		
15			40			65			90		
16			41			66			91		
17			42			67			92		
18			43			68			93		
19			44			69			94		
20			45			70			95		
21			46			71			96		
22			47			72			97		
23			48			73			98		
24			49			74			99		
25			50			75			100		



The NHTSA Region V SAFETY BELT AWARD PROGRAM Survey Form



Survey Date: _____ Time: _____ A.M. P.M.

Survey Location: _____

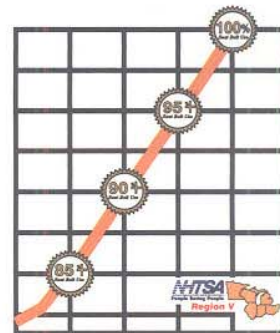
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4			29			54			79		
5			30			55			80		
6			31			56			81		
7			32			57			82		
8			33			58			83		
9			34			59			84		
10			35			60			85		
11			36			61			86		
12			37			62			87		
13			38			63			88		
14			39			64			89		
15			40			65			90		
16			41			66			91		
17			42			67			92		
18			43			68			93		
19			44			69			94		
20			45			70			95		
21			46			71			96		
22			47			72			97		
23			48			73			98		
24			49			74			99		
25			50			75			100		



The NHTSA Region V SAFETY BELT AWARD PROGRAM



Region V State Highway Safety Offices

Division of Traffic Safety
3215 Executive Park Drive
P.O. Box 19245
Springfield, IL 62794-9245
217-782-4972 fax 217-782-9159

Governor's Council on Impaired
and Dangerous Driving
ISTA Building, Ste. 330
150 W. Market
Indianapolis, IN 46204
317-232-4220 fax 317-233-5150

Office of Highway Safety Planning
4000 Collins Rd.
P.O. Box 30633
Lansing, MI 48909-8133
517-336-6477 fax 517-333-5756

Traffic Safety
Department of Public Safety
Office of Traffic Safety
444 Cedar St., Ste. 150
St. Paul, MN 55101-5150
651-296-3804 fax 651-297-4844

Office of Governor's Highway
Safety Representative
Department of Public Safety
P.O. Box 182081
Columbus, OH 43218-2081
614-466-3250 fax 614-728-8330

Wisconsin Dept. of Transportation
Bureau of Transportation Safety
Hill Farms State Ofc. Bldg., Rm. 809
4802 Sheboygan Avenue
P.O. Box 7936
Madison, WI 53707-7936
608-266-3048 fax 608-267-0441

